

[ HYPERLINK "<http://www.brownstonehomes.biz/Brownstone%20-%20EnergSmart%20Home%20Scale%20-%20graphic.jpg>" ]

### **All labels:**

1. Please make any reference to a class be “mid-size car”
2. See Mike for new title suggestions (see email)
3. Add pump and plug or battery icons to all upper-right hand corner of labels. If the plug icons remains, please rotate it 90 degrees (for whatever odd reason, a horizontal orientation of a plug seems right)
4. add Smartphone application to all labels
5. All gasoline and electric labels need city and hwy values. The format that is on Label B is very appealing, so we’d like to retain that layout for combined, city/hwy as much as possible on all gas/electric labels.
6. Use MPGe on all labels/all technologies as the dominant metric. All labels will have a smaller consumption metrics (usually underneath?): for gasoline, use gallons/100 miles, for electricity use kWhrs/100 miles (one exception is that PHEV label C will use 1.5 gallon gas equivalents per 100 miles)
7. All text (with the possible exception of the vehicle type in the upper right hand corner, needs to be black, and any color that is behind text has to have a great contrast with black text. For instance current label B conventional (yellow) works really well, but the label B electric vehicle (blue) border is too dark. All C labels need a different color border, so that the text can be black.
8. Make cost more prominent than annual consumption on all labels. (bigger font and on left side or on top of annual consumption.

### **Label A/B**

9. All Label A/B: Use basic layout from Label B, but remove the subheading “fuel economy, consumption & cost”, and move the star ratings (up and to the right?). The star rating will become “Fuel Economy and Greenhouse Gas Rating” (among all vehicles)  
Remove the greenhouse gases leaves rating from the environment box.
10. Label A/B EV: will say ”annual electricity cost”.
11. Label A/B for EREV and PHEV: remove the contents of the current big white box on label B and replace it with something very similar to current label A. (seem markups on both labels A

and B for guide). Do you think that we can address the fact that some people like the color in EREV and PHEV label A and some people hate it by using a border color around each of the modes of operation? (maybe carry the cord and pump hose further around?)  
The merged value background also needs to have either no color, a lighter color. Any other ideas you have to convey a merged operation would be great.)

Not sure how to handle the electric range for the EREV and PHEV – on label B, the box makes it stand out better than label A, but in some groups it was misinterpreted as representing the range for the whole vehicle....maybe put the range under the electric mode (PHEV: electric + gas mode), but put a box around it??? Not sure how to handle this. any ideas welcome.

### **Label C:**

12. All Label C should have a different, lighter color border, so that the text in the border can be black).

13. All Label C; remove the word “mileage” from top box.

14. All label C: Looking for new graphic and new language for comparison metric – see email to you and Mike.

15. All label C, add second set of leaves, so that CO2 and other air pollutants are separate ratings (like current B). Switch L-R order of ratings and value g CO2 in environment box.

16. Create one conventional label C that has annual pounds of CO2 rather than g/mi. 347 g/mi = 11,500 pounds; 111 g/mi = 3700 pounds; 137 g/mi= 4500 pounds

15 All Label C: remove all monthly costs and consumption values

15. Label C: all annual consumption values for electricity will now say “annual electricity used” and will be in kwhr units. Annual consumption for Label A/B for EV will also use this phrase.

### **New Label:**

We have word from NHTSA that they are okay with a combined FE and GHG rating, but we need to retain a separate rating for other air pollutants.

If you have any other questions about which elements are statutorily required, don’t hesitate to ask. Have fun!